

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

360 Course Title: MGMT 360 Business Communications

Professor: Donald Fricker

Trimester: Spring/Summer, Jun/Aug 1990, R1 3

Office Hours: Mon/Wed: 1:30-4:30p
(Please call if you are stopping by during hours. I am often out of the office, although on campus, involved in preparation work. I am also available by appointment at mutually agreeable hours.)

Phone: 708/534-5000, ext. 2101

Course Policies:

1. Class attendance is mandatory. Poor attendance will result in a lower grade for the course.
2. Assignment must be on time and complete.
3. Examinations must be taken when announced except for valid reasons.
4. All assignments and examinations requiring written responses are to be free of grammatical errors, such as spelling, sentence run-on, fragmentation and subject-verb disagreement. Written responses should contain no faulty logic, unclear thoughts or awkward structure.
5. All homework is to be neatly organized and properly identified or it will be disposed of without being graded.
6. An incomplete will be given only within university guidelines. No exceptions will be made.

Text:

Ricks, Betty and Gow, Kay, Business Communication Systems and Applications, New York: John Wiley and Sons, 1987.

Day, John C. & Software Publishing, PFS: First Choice Workbook and User's Guide, Glenview, IL, Scott, Foresman and Co., 1988.

Supplemental Materials: 1/2 VHS video tape--DSDD 5-1/3" diskettes

Description:

Presents a comprehensive treatment of basic principles of verbal and nonverbal communications, including business letters, memoranda, reports, oral communication, visual representation and technical report writing.

Performance Objectives:

The student will have produced oral, written, and visual communications for evaluation by a peer group.

Grading Policy:

Written Presentation	30%
Oral Presentation	30%
Visual Aid Productions	30%
Attitude, Improvement & Enhancement of Abilities	10%

A scaled class performance, as well as percentage of completion, will be used to determine the final grade. At midterm, as well as before the final drop date, and during Finals Week, students will receive a chance to look at their individual performance.